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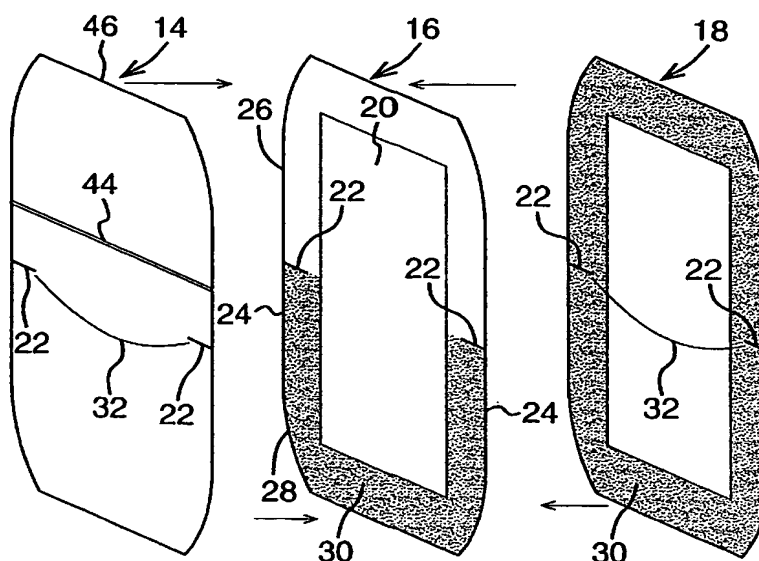
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(54) Title: PREMIUM PACKAGING



(57) Abstract: A packaging (10) for a premium item (12) comprising three layers of material (14, 16, 18), a first layer (14) and a second layer (16) being laminated to one another and having co-terminal peripheries, wherein the second layer (16) has at least one portion (20) thereof removed for defining a void inside the packaging (10), the third layer (18) being laminated to the opposite side of the second layer (16) to the first layer (14). The packaging (10) is a snap-apart packaging having partial cut lines (22, 32) extending across the width of the packaging (10) to allow a first section (26) of the packaging (10) to be snapped away from the second section (28) of the packaging (10).

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